

R. H. Macy & Co.'s Attractions Are Their Low Prices
Macy's
Herald Square, Broadway, 34th to 35th St.

SWEATER TIME
Is all the year 'round

Early spring is so treacherous as to require either coat or sweater, on some days both.

So long as you wear a sweater you can almost afford to be careless in regard to other apparel.

We feature all the best lightweight sweaters, made in all the desirable styles, with either V or high neck and in all the Spring and Summer colorings.

In comparing our prices with higher prices elsewhere bear in mind the fact that we sell only sweaters made of pure wool, giving the maximum amount of warmth with the minimum amount of weight.

Women's and Girls' Wool Sweaters

Novelty Weave Wool Sweaters for misses at \$2.96, and for children, \$2.24.

They are cut V-neck, fasten with pearl buttons, have convenient pockets and sleeves are long enough to turn back at the wrist. Colors white, gray, tan and cardinal.

An All-wool Sweater for Women—which we illustrate—is \$3.74.

This is rather fancy in weave, and has the conventional V-neck, pockets, cuffs and pearl buttons. Choice of white, gray, tan, cardinal, navy, also black.

Knitted Wool Sweaters for young women at \$4.74. These also have the V-neck, inserted pockets and roll cuffs. White, gray, navy.

A Woman's Sweater at \$7.94 simulates hand-knitting cleverly. It is an extra Spring weight, very natty looking, with convertible square collar, novelty pockets, roll cuffs. Motorists will like this model. Colors are white, tan and gray.

The "Radcliffe" Reversible Sweater at \$9.74 was designed especially for the woman who wears clothes of distinction. It is two separate sweaters woven in a light shetland mesh and then joined, each color showing through the other. Can be worn either side; collar, cuffs and pockets always showing the color of opposite side. The color combinations are very smart.

Men's Sweaters

In our Sporting Goods Department, rear of the Fifth Floor, we carry a full line of Men's Sweaters and Sweater Coats, both imported and domestic. A large range of prices from \$1.98 up to \$13.89 for an all-silk quality.

Boys' Sweaters

In our Boys' Suit Department, centre rear of the Second Floor, we carry a full line of Boys' Sweaters, including the new heather mixtures, at \$4.49.

At \$3.49, Sweaters made of the finest worsted yarns, full fashioned and perfect fitting, with high auto collars. Colors are blue, gray, tan and the new shade of brown; smoke pearl buttons down the front. Sizes 26 to 34 inches.

At \$2.79, Child's Sweater made of fine quality, closely woven worsted, in fawn, heather, navy or white. They are all full fashioned and hand finished. High turn-over collar. Fasten down the front with fresh-water pearl buttons. Sizes 22 to 28 inches.

At \$1.39 (a remarkable value in an all-wool sweater), Boys' Sweaters made with either turn-over collar or V-neck. Colors: plain gray, or gray trimmed with either navy or cardinal stripe. Sizes 26 to 34 inches.

BOYS' NEW SPRING WEAR

Every Good Style in Suits and Overcoats

Not so much our low prices as our good qualities is the reason that mothers flock to our boys' clothing department.

Every stitch that will add to the strength of the boy's suit you will find in ours.

It costs more to have suits made that way, but we are satisfied with a small percentage of profit and that explains why your money buys longer wearing suits at Macy's than anywhere else.

Here are some points about Macy's clothing that we guarantee. If you buy your boy's clothing elsewhere, make sure that you get the same advantages:

- All wool—All silk lined—All trousers cut full and not skimpy—All knickers with a fine quality waistband preventing the "slackness" common to average suits.
- All seams serged, thereby strengthening the parts most subjected to wear, which is one reason why Macy's suits prove so durable.
- All bone buttons and well made button holes.
- All knickers with scratch pocket and belt loop.
- All lining alpaca or serge.
- In fact, all suits made as only good suits are made.

TWO TROUSER SUITS A MACY SPECIALTY

All Sizes up to 19 years.

Prices \$4.96 up to \$14.74

From \$7.49 to \$14.74 these suits are hand-tailored with hand-made button holes. In fact, hand-work wherever it will add to the fine finish.

BLUE SUITS ARE BEST FOR CONFIRMATION

Or Any Special Occasion.

But you must be careful to get only the best blue serge; that is, the serge that does not shrink. The serge that retains its color fast. The serge that keeps its shape. The serges we use are only such serges.

Norfolk, 6 to 16 years. \$4.96 to \$14.74

Double Breasted, 10 to 18 years. A plenty of prices between.

SPRING REEFERS AND TOP COATS,

In a large assortment of styles and colors, \$3.59 to \$12.74.

BOYS' NOVELTY SPRING JERSEY SUITS

Our Own Importation

Two styles—One a fine Jersey cloth navy or cadet blue with sailor collar of navy blue galatee and white shield. Plain knee trousers. Sizes 3 to 8 years. Price, \$5.74.

The other style—A light weight Jersey blouse in navy, cadet and brown. Military collar. Buttoned on shoulder in sweater style. The trousers have elastic at waist and knee. Sizes 3 to 8 years. Blouse, \$1.98—Bloomers, \$2.20—(The garments are sold separately.)

HAS YOUR BOY HIS NEW SPRING HAT?

Here are the best new styles. The New "King Alfred" Hat. \$1.29

A knockabout hat of stitched rough chevrot, with high band. Can be worn in any one of a dozen ways, and comes in all suit colors. All sizes for boys from 4 to 16 years.

New Spring Alpines and Telescopes. \$1.39

In plain or rough scratch felt, also the new heather mixture, which is extremely smart. For boys of all sizes. Another quality at \$1.88.

Golf Caps, lined or unlined. 46c

Made of chevrots or serges, in blue, gray, brown and tan mixtures. Another quality at 86c.

BOYS' NOVELTY SPRING REEFERS

Ideal for wearing over wash suits.

As illustrated

\$5.49

Advertised by another store as a particularly attractive model at \$6.50.

Made of fine blue serge, best quality alpaca lined with removable, extra galatee sailor collar, in navy, light blue or red.

Collars trimmed with three rows of white braid.

Emblems on sleeve and gilt buttons. Sizes 2 1/2 to 10 years.

In regular stock, all the best made reefers for boys, from \$3.49 up to \$9.74.

FEATHER-WEIGHT RAIN COATS

The Latest From London For Men

The average man's rain coat weighs 36 ounces; here is one that weighs but 18.

It is so light you cannot feel you have it on.

It is so thin you can roll it up and put it in your pocket without any conspicuous bulge.

It is so waterproof that it is warranted.

It is so dustproof as to recommend itself very strongly to motorists.

It is so odorless that you cannot tell there is rubber in it.

It is so convenient that it has an inside detachable pocket of the same rubberized material into which it can be placed when rolled up.

It is so well tailored that the buttonholes are hand-made, which is unusual in a rain coat, and furthermore are stayed.

You can wear this raglan coat over an ordinary top coat if necessary; that is how you will like to wear it in the spring.

You can wear it over a suit, and that is how you will like to wear it in the summer.

With a coat so obviously first-class as this (it comes from a firm which holds appointment to King George) one would expect the price to be prohibitive, but it is not. Only \$18.50.

This coat is exclusive with R. H. Macy & Co. in New York; the first shipment has just come through our foreign office.

Sizes 34 to 46.

Other Rain Coats in stock as low as \$6.99 and up to \$32.50.



MEN'S CLOTHES AT \$14.75

\$14.75 Suits

You can have these suits in any of our five different models, including our semi-English and conservative American shapes.

The soft roll lapel, the attractive three-button-two-button effect, as well as the straight cut bottom of this semi-English coat make it distinguishable from the common kind of so-called "English Model."

Our conservative type is also characterized by restraint and dignity. Special models for tall men, for short, and for men of more or less than average physique.

These suits have been made up in chevots, cassimeres and gray worsteds, serges, too, the serges that do not shrink and whose color is guaranteed.

Silk lined Chesterfields in the light Cambridge gray and dark Oxford gray. They are made with the natural shoulders, are knee length, and can be had with either silk or bone buttons.

These coats are of a quiet cut, a soft refinement expresses itself in the general lines.

\$14.75 Overcoats

Cravenette Coats in Oxford gray worsteds, quarter lined, the usual popular cravenette, but unusual in quality. In addition to being a good raincoat, it may also be worn as a top coat.

\$14.75 Raincoats

Rubberized Raincoats, Raglan style, plaid backed. The buttonholes are reinforced, and the buttons doubly secured. Made with either regular or slash pockets.

The values we give at \$14.75 are intensified by the values we give at higher prices—up to \$44.50 both in coats and suits.

BOYS' AND YOUTHS' LONG TROUSER SUITS \$9.75

Sizes to fit boys of 15 to 20 years

Other houses that sell suits of this quality charge up to \$15.00

Suits are all wool, of course. Twelve different patterns in durable chevots and cassimeres, including gray mixed and striped effects—brown and blue mixtures, checks, overplaid, hairline stripes and plain grays, also fine mannish blue serges. Trousers with either plain or cuff bottoms.

The coats are cut on the decided waist model so appropriate to boys who are just getting into their first long trouser suits.



MANILA CIGARS ARE MELLOW

Provided they are GENUINE Manila

There are a good many so-called Manila cigars on the market. They are Manila fillers with FLORIDA OR OTHER WRAPPERS. Some of them are got up in beautiful tin foil with fancy bands.

The price of tin foil to cover 1,000 cigars is \$3.50 to \$4.00—for which the customer pays.

We prefer to put the value into the cigars. When we call Cigars "Manila" it means that BOTH FILLER AND WRAPPER are made in Manila; in other words, that the cigars are genuine Manila through and through, as you can easily discover if you are an experienced smoker.

Manila Cigars such as these have such a peculiarly enjoyable flavor as to be winning the favor of men who formerly smoked only Havanas.

A Fresh Shipment of Manila Cigars

Made in the La Yebana factories has just reached us.

Manhattans Box of 25...\$1.49
Manhattans Box of 50...\$2.97
Perfectos Box of 25...\$1.24
High Life Box of 50...\$1.74
Panatelas Box of 50...\$1.49
Londres Box of 100...\$2.49
All kinds of Havana Cigars in regular stock up to \$2.00 per 100 for the famous Luis Marx, exclusive with R. H. Macy & Co.

HOSE THAT LASTS— "IRONTEX"

"Irontex" Hose for Men, Women and Children is the strongest and most durable hose made. It carries the usual guarantee which accompanies everything we sell.

The various kinds of hose which carry a six months' guarantee against holes and which we do not handle, are reinforced with cotton; "Irontex," of which we are exclusive distributors, is reinforced with pure linen, which is about four times the strength of cotton.

When you buy "Irontex" at Macy's you pay only for the hose. When you buy guaranteed hose elsewhere, you are buying inferior hose, and to cover the guarantee, you are paying twice the value. Prices for "Irontex" hose run from \$4.00 in cotton up to \$4.95 for sheer gauze silk hose. **First Floor, Center.**

MEN'S NEW SPRING NECKWEAR

Those at 48c are of Rep. in desirable shades of red, navy, brown, gray and all the new Spring colors. Those at 94c are of Faille silk in all the fashionable 1912 shades of red, navy, brown, smoke, royal blue, gray, etc.

Just received a large shipment of pure silk spring cravats, in all the new shades of lawn, Copenhagen blue, royal blue, red, brown, etc., in the latest knot and border effects, which are also exceptionally good value at 48c.

In Faille silk we have an unusually choice selection of large open end scarfs, double fold, at 68c.

Also imported Ties, in fig red stripes and two-tone effects, in all the latest weaves, such as basket, crossbar, etc., from 94c to \$2.24.

We are also prepared to make **Pic-a-felds** (England) squares into Ties to your order from \$1.50 to \$2.24.

"MACY'S OWN"

STERILIZED MATTRESSES Made under ideal conditions; do not become lumpy with age.

Our mattresses are made of South American horse hair, clipped from semi-wild living horses. The hair is sterilized before we receive it. Our mattress factory is on the eleventh floor and is open on one side to the roof, bringing a sort of extension above the other floors of our building.

No mattresses are taken by us to be cleaned or repaired. This is purely a factory measure. The cleanliness is the first consideration in our mattress factory. For the same reason we carry no mattresses in stock to accumulate dirt. Every order is filled when it is received, and this ensures no objectionable odors. The work only takes twenty-four hours.

We carry twelve grades of horse hair in stock. These differ somewhat in quality, although we do not carry any quality that is not desirable. They differ more particularly in that some are long tail hairs, of which the hard mattresses are made, and some are the mane hairs only, of which the very soft mattresses are made.

We have hair of all colors, too, including, of course, pure white hair. However, we sell this pure white hair for what it is—bleached. We do not claim that it comes from white horses, for such a statement is absolutely untrue. One can best see in white hair the care taken by Macy's to have all their hair absolutely clean. But where all hair is subjected to the same process of cleaning there is of less importance than when some hair is left to the cleanliness of the factory. At Macy's white hair and black hair are as perfectly clean.

The hair comes to us tightly packed in burlap bags. This makes it lumpy and solid. When we receive an order for a mattress the hair is taken from its original bag by a man who puts it through the so-called "teasing" machine. This machine pulls the hair apart and at the same time through a force blower removes all dust. The hair comes out of the machine soft and fluffy. This clean, fluffy hair is then removed to the mattress-making room, where it is again subjected to the necessary hot water and steam treatment. All the sewing and tufting are done by hand. This means that the mattress against becoming lumpy, an insurance that it is impossible to give with a machine-made mattress.

No mattress factory in the city has facilities superior to ours for making good mattresses.

Mixed Short Hair Mattresses (Tail Sizes 2-6 3-0 3-6 4-0 4-6)
At...\$6.69 \$8.24 \$9.99 \$11.09 \$12.21
South American Hair (Tail and Mane)
At...\$12.29 \$15.49 \$18.89 \$21.14 \$23.76
No. 1 Black Drawings (Long Tail)
At...\$13.69 \$17.34 \$21.14 \$23.67 \$26.67
Super Extra Black Drawings (Picked Tail)
At...\$15.94 \$20.24 \$24.71 \$27.69 \$31.27
Selected Super A White Drawings
At...\$18.17 \$23.14 \$28.26 \$31.71 \$35.89

MACY'S BRASS BEDS

Are Sold Under an Unusual Guarantee Fourth Floor.

Who would buy ordinary brass beds now that at Macy's one can buy brass beds which are exempt from the usual consequences of damp weather and in which the necessary hot water and steam treatment is given them added sparkle and "life." Ammonia and alcohol, so far from having a deleterious effect on the brass beds, give them added sparkle and "life."

Notwithstanding the fact that you buy these beds at Macy's with the full knowledge that they are going to keep their finish for years, our prices are even less than you are charged in other houses for ordinary old-fashioned brass beds.

BRASS CRIBS
Sale Price Sale Price
\$19.49 \$24.74
\$21.74 \$30.24
\$22.49 \$39.74

IRON BED SPRINGS
Woven wire—all sizes
Sale Price Sale Price
\$1.89 \$5.94
\$2.67 \$6.89
\$3.74 \$8.24

LIQUID TOILET SOAP

FOR USE IN AUTOMATIC CONTAINERS

New—Hygienic—Practical—Economic—Convenient—

Made of the finest vegetable oils, slightly scented. For general toilet purposes, including shampooing.

May be used in any liquid soap container including the neat, practical style we offer at our Toilet Soap Counter for \$1.69.

Pin Glass Bot. 32c (Gallon Can. \$1.24)
Quart Can. 41c (Gallon Can. \$1.67)
Two Quart Can. 74c (10 Gal. Can. \$10.74)
1/2 Barrel (25 gallons) \$24.80
Full Barrel (50 gallons) \$49.60

A visit to our Drug Department will reveal other opportunities and economies. Over in West 35th St. (Nos. 517 to 527) we maintain our own laboratory, and this enables us to guarantee purity, quality and full measure.

STERLING SILVER TOILET WARE

You will find in our silver department a large variety of other articles much in favor with our customers for gift-giving. Plain silver, elaborately decorated, bright silver or dull silver.

These prices, which we advertise are in the delicate tily design in French gray finish:

Hair Brush...\$2.50 Shoe Horn...\$0.9c
Mirror...\$0.32 Cuticle Knife...\$0.9c
Comb...\$0.9c Cream Jar...\$0.9c
Clothes Brush...\$1.00 Jar...\$1.00
Hat Brush...\$0.7c Tooth Brush...\$0.9c
Bonnet Brush...\$1.24 Tooth Brush...\$0.9c
Nail File...\$0.9c Jar...\$1.00
Shoe Hook...\$0.9c

R. H. Macy & Co.'s Attractions Are Their Low Prices
Macy's
Herald Square, Broadway, 34th to 35th St.

Spring and Summer Home Furnishings

Saturday is the day on which husbands and wives come to Macy's together to select:

Furniture, upholstery, and the other important home furnishings which require combined judgment.

For this Saturday we have prepared a large number of special values, some of which we advertise.

SUMMER IN AND OUTDOOR FURNITURE

Reed, Willow, Porch and Rustic Settees and Odd Pieces

On our fourth floor between 34th and 35th Sts. has been built a pergola containing probably the largest and most effective variety of Willow and other summer furniture ever placed on exhibition at one time.

Throughout this 200 feet you will find the newest styles, the most novel shapes, and the most desirable makes of:

Rockers—Arm chairs—Magazine stands—Desk trays—Tables—Tea wagons—Tea tables—Couches—Book racks and Davenport swings—and Cretonne lined lamps, many of which pieces match and can be made into beautiful suites.

In addition there are porch rockers and chairs in the making of which nothing of appearance has been sacrificed to solidity. The frames are wood and the cane seats and backs are double. We have these porch pieces in all sizes.

Roomy willow chairs conducive to midsummer coolness and ease, with high round backs, broad wicker arms and comfortable seats with a red or green cushion. \$4.96. Rocking chair to match \$5.49.

Three piece willow suites consisting of settee, chair and rocker. Settee \$13.24—Rocker \$7.34—Chair \$6.67.

Willow Lamps and Electrolites chiefly in quaint Japanese designs with colorful shades that tend to soften the light.

Also large high electrolites in four-posted-willow-wicker for the floor. Prices \$6.99 to \$19.49.

Some of the pieces are in natural finish only, but will be stained any desired color at slight additional cost.

We make a specialty of furnishing interior rooms and will submit photos or drawings of such an interior upon request.

We are also prepared to supply Rustic Furniture of the best wood from which it can be made—Red Heart Log Cedar with the bark on. Furniture made of Red Heart Log Cedar will last a lifetime and retain its varnish after being out in the rain.

Sale of Cretonnes

Many of them at about half the cost of importing them to this country.

Beautiful examples of English French and Austrian prints.

Fruit, flower, tapestry and geometrical designs, some of them printed on both sides.

A bewildering variety of color effects, mostly bright chintz schemes so eminently suitable for summer homes.

There are also a large number of heavy green and red patterns which are so difficult to distinguish from the real velvet which they are made to resemble.

Cretonnes for every room in the house—for curtains, for wall hangings and for bed sets.

All cretonnes are washable.

31-in. Cretonnes, per yd. 16c 31-in. Cretonnes, per yd. 39c
31-in. Cretonnes, per yd. 24c 31-in. Cretonnes, per yd. 49c
50-in. Cretonnes, per yd. 98c

DINING-ROOM DOMES AT MACY'S

Prices Lower Than the Lowest Elsewhere

Six Different Kinds and Three Colorings in Each

- (1) Amber in light and dark shades.
- (2) Amber with green "insertions."
- (3) All green in light and dark shades.

Gas domes complete with incandescent lamp ready for lighting. Electric domes complete with wire; three sockets and lamps and heavy chain to match finish of dome.

More illustration can only indicate the design; it cannot convey an idea of the beautiful colorings obtained over light and the massive solidity and perfect construction.

As an example of the difference between these domes and usual domes sold at about these prices—all Macy's domes for gas are equipped with the return arm, which makes for protection of mantle and steady light. In the case of domes which do not contain this return arm the gas comes right through into the mantle and practically destroys its efficiency.

Owing to the great demand that will be occasioned for these domes at these prices, we cannot guarantee delivery within 10 days of date of purchase.

DOMES FOR INVERTED INCANDESCENT LIGHT, complete.
Reg. \$11.57. Special, \$6.89
Same dome fitted for electricity.
Reg. \$12.89. Special, \$10.89
22 inches in diameter, 4 glass panels, open work design of embossed brass between each panel, 4 1/2 inch beaded fringe. Brass stem, sliding canopy.

DOMES FOR INVERTED INCANDESCENT LIGHT, complete.
Reg. \$18.57. Special, \$11.89
Same dome fitted for electricity.
Reg. \$19.49. Special, \$13.89
22 inches in diameter, 12 panels of art glass with 8 in. skirt of leaded glass. Your choice of either a fruit or floral type of skirt, brass stem, sliding canopy.

DOMES FOR INVERTED INCANDESCENT LIGHT, complete.
Reg. \$17.57. Special, \$9.89
Same dome fitted for electricity.
Reg. \$18.57. Special, \$11.89
22 inches in diameter, 4 glass panels, 4 glass panels, 2 inch brass band at bottom, 4 1/2 inch beaded fringe below band. Brass stem, sliding canopy.

DOMES FOR INVERTED INCANDESCENT LIGHT, complete.
Reg. \$7.57. Special, \$4.89
Same dome fitted for electricity.
Reg. \$8.57. Special, \$6.89
22 inches in diameter, 4 glass panels, 4 glass panels, sliding canopy.

This Dome \$8.89. Three Different Colorings.

JAPANESE UMBRELLA STANDS REDUCED

\$1.19 Body of natural scenery effect and fanciful borders. Interior of white felt. Our former lowest-in-the-city price \$1.97.

97c Floral design in earthen red. Our former lowest-in-the-city price \$1.97.